

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-168. (Cancelled)

169. (Currently Amended) A method for profiling iTV users, comprising:  
gathering user-related profile data at a client component by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV;  
storing the gathered user-related profile data in an interaction database at the client component for processing at the client component to generate content recommendations;  
periodically retrieving the gathered user-related profile data in the interaction database;  
building, at the client component, a user profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database at the client component and data in a local categorized program database at the client component, wherein the user profile includes affinity and confidence measures for programs; and  
generating, at the client component, ~~content recommendations in an interactive program guide~~ having a listing of available programs rearranged to form a first portion and a second portion, the first portion being displayed in a priority position for initial review by the viewer, the first portion further presenting content recommendations

filtered from the listings of the available programs ~~by filtering out content~~  
~~recommendations at the client component determined to be unsuitable to the user~~ based  
on the affinity and confidence measures for programs in the user profile, ~~wherein the~~  
~~content recommendations are arranged at the client component to reflect~~ , the order of the  
content recommendations reflecting a predicted interest of the user for the content  
recommendations based on a comparison of the affinity and confidence measures of the  
user profile associated with the user to the data retrieved from the local categorized  
program database ~~to determine an optimum match between programs from the local~~  
~~categorized program database and the affinity and confidence measures of the user profile~~  
~~associated with the user~~ and the second portion presenting only unfiltered listings of the  
available programs in numeric order based on the number of the channel.

170. (Previously Presented) The method of claim 169, wherein the  
gathering user-related profile data by monitoring interactions between an iTV user and an  
iTV includes gathering data associated with Internet navigation by the user using the iTV.

171. (Previously Presented) The method of claim 169, wherein the  
gathering user-related profile data further comprises identifying demographic information  
associated with the user.

172. (Previously Presented) The method of claim 169, wherein the  
gathering user-related profile data further comprises identifying psychographic  
information.

173. (Previously Presented) The method of claim 169, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises identifying a program watched by the user.

174. (Previously Presented) The method of claim 169, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises associating a plurality of programs with content-associated profile information of viewers of the program watched by the user.

175. (Previously Presented) The method of claim 169, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises adjusting the user profile by examining profiles of users with similar profiles to improve the confidence measures of programs below a threshold.

176. (Previously Presented) The method of claim 169, further comprising receiving a plurality of advertisements selected using the user profile associated with the user of the iTV.

177. (Previously Presented) The method of claim 176, further comprising selecting one of the plurality of advertisements for presentation to the user via the iTV based on demographics associated with the user profile of the user.

178. (Previously Presented) The method of claim 169, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises associating a plurality of URLs having content determined to match the user profile associated with the user of the iTV.

179. (Previously Presented) The method of claim 169, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.

180. (Currently Amended) A set-top box for profiling iTV users, comprising:

- memory for providing an interaction database; and
- a processor, coupled to the memory, the processor being configured to gather user-related profile data at the set-top box by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV, to store the gathered user-related profile data in the interaction database at the set-top box for processing at the set-top box to generate content recommendations, to periodically retrieve the gathered user-related profile data in the interaction database, to build, at the client component, a user profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database at the set-top box and data in a local categorized program database at the set-top box, wherein the user profile includes affinity and confidence measures for programs and to generate, at the set-top box, ~~content recommendations in an~~ interactive program guide having a listing of available programs rearranged to form a first portion and a second portion, the first portion being displayed in a priority position

for initial review by the viewer, the first portion further presenting content  
recommendations filtered from the listings of the available programs by filtering out  
~~content recommendations at the set top box determined to be unsuitable to the user based~~  
on the affinity and confidence measures for programs in the user profile,~~wherein the~~  
~~content recommendations are arranged at the set top box to reflect , the order of the~~  
content recommendations reflecting a predicted interest of the user for the content  
recommendations based on a comparison of the affinity and confidence measures of the  
user profile associated with the user to the data retrieved from the local categorized  
program database ~~to determine an optimum match between programs from the local~~  
~~categorized program database and the affinity and confidence measures of the user profile~~  
~~associated with the user~~ and the second portion presenting only unfiltered listings of the  
available programs in numeric order based on the number of the channel.

181. (Previously Presented) The method of claim 180, wherein the  
processor is further configured to gather user-related profile data by monitoring  
interactions between an iTV user and an iTV by collecting data associated with Internet  
navigation by the user using the iTV.

182. (Previously Presented) The method of claim 180, wherein the  
processor is further configured to gather demographic information to build the user  
profile associated with the user of the iTV.

183. (Previously Presented) The method of claim 180, wherein the processor is further configured to gather psychographic information to build the user profile associated with the user of the iTV.

184. (Previously Presented) The method of claim 180, wherein the processor is further configured to identify a program selected for viewing by the user of the iTV.

185. (Previously Presented) The method of claim 180, wherein the processor is further configured to associate a plurality of programs with content-associated profile information of viewers of the programs.

186. (Previously Presented) The method of claim 180, wherein the processor is further configured to adjust the user profile by examining profiles of users with similar profiles to improve the confidence measures of programs below a threshold.

187. (Previously Presented) The method of claim 180, wherein the processor is further configured to receive a plurality of advertisements selected using the user profile associated with the user of the iTV.

188. (Previously Presented) The method of claim 180, wherein the processor is further configured to associate a plurality of URLs having content determined to match the user profile associated with the user of the iTV.

189. (Previously Presented) The method of claim 180, wherein the processor is further configured to build a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.



190. (Currently Amended) A computer readable medium including executable instructions which, when executed by a processor, provides profiling iTV users, by:

gathering user-related profile data at a client component by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV;

storing the gathered user-related profile data in an interaction database at the client component for processing at the client component to generate content recommendations;

periodically retrieving the gathered user-related profile data in the interaction database;

building, at the client component, a user profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database at the client component and data in a local categorized program database at the client component, wherein the user profile includes affinity and confidence measures for programs; and

generating, at the client component, ~~content recommendations in an interactive program guide~~ having a listing of available programs rearranged to form a first portion and a second portion, the first portion being displayed in a priority position for initial review by the viewer, the first portion further presenting content recommendations filtered from the listings of the available programs by filtering out content recommendations at the client component determined to be unsuitable to the user based

on the affinity and confidence measures for programs in the user profile, ~~wherein the content recommendations are arranged at the client component to reflect~~, the order of the content recommendations reflecting a predicted interest of the user for the content recommendations based on a comparison of the affinity and confidence measures of the user profile associated with the user to the data retrieved from the local categorized program database ~~to determine an optimum match between programs from the local categorized program database and the affinity and confidence measures of the user profile associated with the user~~ and the second portion presenting only unfiltered listings of the available programs in numeric order based on the number of the channel.

191. (Previously Presented) The computer readable medium of claim 190, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV includes gathering data associated with Internet navigation by the user using the iTV.

192. (Previously Presented) The computer readable medium of claim 190, wherein the gathering user-related profile data further comprises identifying demographic information associated with the user.

193. (Previously Presented) The computer readable medium of claim 190, wherein the gathering user-related profile data further comprises identifying psychographic information.

194. (Previously Presented) The computer readable medium of claim 190, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises identifying a program watched by the user.

195. (Previously Presented) The computer readable medium of claim 190, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises associating a plurality of programs with content-associated profile information of viewers of the programs watched by the user.

196. (Previously Presented) The computer readable medium of claim 190, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises adjusting the user profile by examining profiles of users with similar profiles to improve the confidence measures of programs below a threshold.

197. (Previously Presented) The computer readable medium of claim 190, further comprising receiving a plurality of advertisements selected using the user profile associated with the user of the iTV.

198. (Previously Presented) The computer readable medium of claim 190, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises associating a plurality of URLs having content determined to match the profile associated with the user of the iTV.

199. (Previously Presented) The computer readable medium of claim 190, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.